Suggested Logo/Type Sizes for Different Communications





	Application	Agency Block (Font & Pt. Size)	Logo Size Stacked Logo – x	Suggested Horizontal Logo – x
King County Department of Natural Resources and Parks Water & Land Resources Division GIS Unit and Visual Communications & Web Unit (maps only font exception) Department of Records, Electi Animal Control King County 206-296-PETS	 Maps: 8.5 x 11", 11 x17" Forms-Agency Block Printed Spines and Combs Postcards CDs &DVDs & packaging 	6 pt Arial/Helv 6 pt Verdana none 6 pt Verdana	1/2"	15/16"
King County Department of Community and Human Services Community Organizing Program King County Department of Natural Resources and Parks Wastewater Treatment Division	 Brochures (3 panel): 8.5 x 11", 8.5 x 14" Flyers (single sheet): 8.5 x 11", 8.5 x 14" Title & Acknowledgement Pages: all sizes Flyers: 8.5 x 11", 8.5 x 14" Bulletins and Info Sheets: 8.5 x 11" 	Verdana 7 on 7.5 7 on 9.5 space (-20 kerning)	9/16" (min) nimum sizes)	1-3/16' (min) (these are min
King County Department of Natu Water and Land Res	 Report Covers: 8.5 x 11", and Odd sizes Flyers: 8.5 x 11", 8.5 x 14" Newsletters Doorhangers 	8.5 pt Verdana (-20 kerning)	5/8" nimum sizes)	1-3/8" (these are mir
King County Department of Natural Resources and Parks	Posters: 11 x 17"Posters: 18 x 24"Posters: 32 x 40"	9 pt Verdana (-20 kerning)	3/4" nimum sizes)	1-5/8" (these are min

Logo Sizes for Particular Applications

Logo sizes for printing and general use functions are listed in the schedule above. These suggested sizes are based on readability, space considerations and particular branding requirements occurring in most situations. Some projects may have unique conditions that will require a slightly different size of logo. Following the proportions of logo size relative to agency type size will keep a variation within the bounds of the standards.

Logo/Agency Type Proportions

The examples above show the preferred proportion of the type size relative to the logo size. The font style, size, kerning and leading should be followed closely.

Wastewater Treatment Division

The only exception to these parameters occurs in the title blocks of 8-1/2" x 11" maps where space is extremely limited. The font used in this case is Arial with a smaller proportion to the logo.

Applying the Logo and Agency Information

Reduced version of 8-1/2" x 11 " covers

Noxious Weed Control (or Program)

Logo plus division shown in lower or upper 20% of cover

Branding Requirement

a. Front: KC Logo w/agency

King County Logo Requirement

Stacked: 5/8"" (min.) orHorizontal: 1-3/8" (min.)

1) Cover showing program or subject as title



Logo plus division shown in lower or upper 20% of cover

Solid Waste Division Annual Report

2) Cover showing division name introducing title

Cover 1.

If the name of section, program or simply a subject title appears on the cover as a title, then the King County logo should appear with the division name in the upper or lower 20% of the cover.

Cover 2.

If the name of a division appears on the cover and introduces the title of the report, then the King County logo should appear with the department name in the upper or lower 20% of the cover.

If the name of a department appears on the cover and introduces the title of the report, then the King County logo should appear by itself in the upper or lower 20% of the cover.

Exempted Logo Placement on Brochure Covers

Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

Partnership Brochures

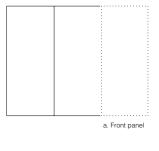
Please call the King County Graphic Design and Production Services at 206-205-8556 for details.

Logo plus department shown in lower or upper 20% of cover



Front Panel - Branding Requirements

Reduced version of 8-1/2" x 11 " letter fold brochure shown

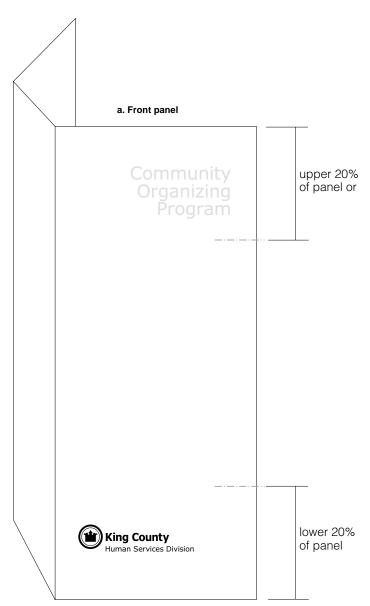


Branding Requirement

a. Front panel: KC logo with one line of agency identification (dept., division, or program name).

King County Logo Requirement

Stacked: 9/16"" (min.) orHorizontal: 1-3/16" (min.)



Front Panel

If the name of section, program or simply a subject title appears on the cover as a title, then the King County logo should appear with the division name in the upper or lower 20% of the front panel.

If the name of the division introduces the title of the brochure, then the King County logo should appear with the department name in the upper or lower 20% of the front panel.

If the name of a department introduces the title of the brochure, then the King County logo should appear by itself in the upper or lower 20% of the front panel.

Exempted Logo Placement on Brochure Covers

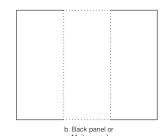
Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

Partnership Brochures

Please call the King County Graphic Design and Production Services at 206-205-8556 for details.

Back Panel - Branding Requirements

Reduced version of 8-1/2" x 11 " letterfold brochure shown



a. Back panel **King County** Department of Community and Human Services Human Services Division lower 25% of panel **Community Organizing Program** 206-296-5250 TTY Relay: 711 www.metrokc.gov/dchs

Branding Requirement

b. Back panel (not a self-mailer)

- 1) Mandatory:
 - In Standard ID Block shown below: KC logo, department, division and program (if one exists)
 - Somewhere on the back cover (could be in brochure text): contact phone number(s) and web site address(es)
 - 2) Optional: mailing address as part of the Standard ID Block shown below.

c. Back panel (self-mailer)

(see mailer section page 5.2)

King County Logo Requirement

- Stacked: 9/16"" (min.) or
- Horizontal: 1-3/16" (min.)

King County

Department of Community and Human Services **Human Services Division**

Community Organizing Program

Exchange Building, EXC-HS-0550 812 Second Avenue, Room 550 Seattle, WA 98104-3856 206-296-5250 Fax 206-296-0190 www.metrokc.gov/dchs

Optional

Mandatory

Standard ID Block on Back Panel

This information is included to provide a consistent place and format for users to identify the publishers of the brochure, how to contact them, and where to go for additional information. It should always appear on the back cover of a non-mailer brochure or the last panel (in normal reading order) if the back cover is used for addressing as a mailer.

Place the Standard Identification Block on the lower 25% of the panel. Please use the format shown above. The Verdana font should be specified. If contact phone

number(s) and web site address(es) have not been placed elsewhere on the back cover, then they should be included in this Standard Identification Block.

Union Logo and Recycled Paper Logo: All brochures printed in the KC Printshop (Graphic Design and Production Services) will display the GCIU logo as well as the Recycled Paper logo and will appear in the lower right corner.





Interior Panels - Branding Requirements

Reduced version of 8-1/2" x 11" letter fold brochure shown

Branding Requirement

Interior Panels

• Mention the King County program or agency in the text at least once

King County Logo Requirement

• None

interior panels

The King County Community Organizing Program	Who We Are	
	Our History The King County Community Organizing Prog (KCCOP) began working with community grow	Jps

Interior Panels

The King County program or agency is mentioned at least once in the body of text and optionally, as in a headline at the top.

Exceptions to Guidelines

Call King County Graphic Design and Production Services at 206-205-8556 for review.

Our community-based core advisory Board was Office of Community Development. KCCOP is housed in the King County Community and Human

Brochure - Back Panel Used for Mailing

Branding Requirement

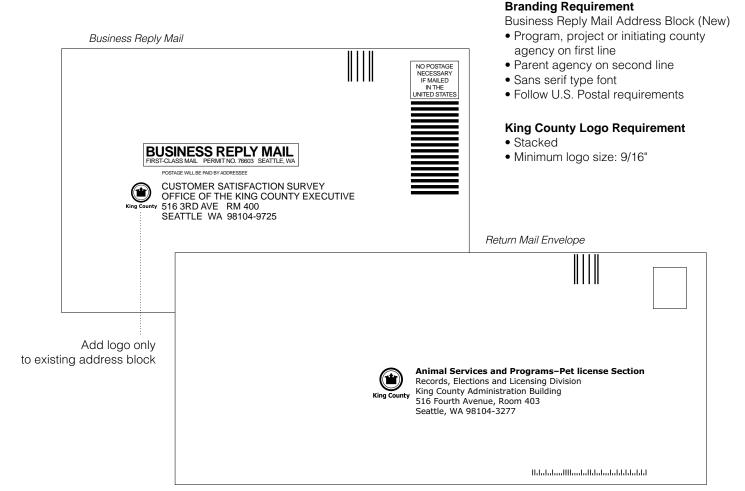
- Sending agency name only
- Return address
- Drop 4-digit extension

King County Logo Requirement

- Stacked 1/2"
- Horizontal 15/16"



Business Reply Mail or Return Mail Envelope



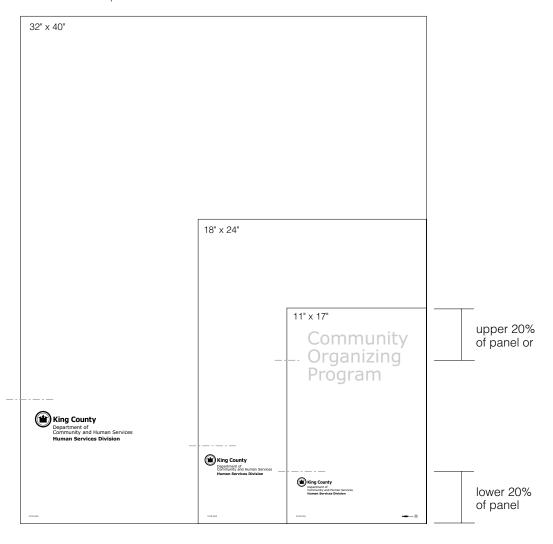
Branding Requirement

- a. Logo w/agency block
- b. Additional agency information as needed

King County Logo Requirement

- Stacked or Horizontal
- Minimum logo sizes:
 See logo size chart page 4.5

Reduced version of posters shown



Poster Front

If the name of the section, program or a subject appears as a title on the poster, then the King County logo should appear with the department and division name in the upper or lower 20% of the poster.

If the name of the division introduces or is part of the title of the poster, then the King County logo should appear with the department name in the upper or lower 20% of the poster.

If the name of a department introduces or is part of the title of the poster, then the King County logo should appear by itself in the upper or lower 20% of the poster.

Additional Information

The amount of information displayed below the agency block is relative to the mission of the poster. In most cases the information should be conveniently located and contain enough detail for a reader to contact the agency. (e.g., telephone numbers, TTY number, email address, internet address, contact person, etc.)

Exempted Logo Placement on Posters

Metro Transit Division, Public Health – Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

Partnership Brochures

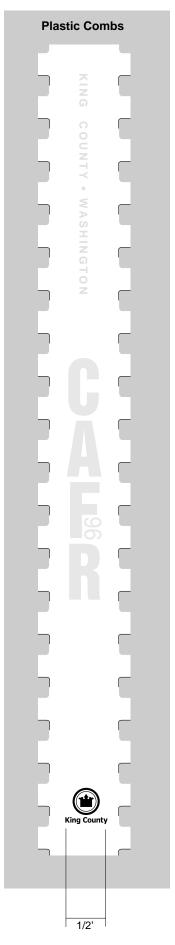
Please call the King County Graphic Design and Production Services at 206-205-8556 for details.

Union Logo and Recycled Paper Logo: All posters printed in the KC Printshop (Graphic Design and Production Services) will display the GCIU logo as well as the Recycled Paper logo and will appear in the lower right corner.



Applying the Logo and Agency Information

Report Spine 15/16"



Branding Requirement

a. Logo only in upper or lower 20%

King County Logo Requirement

• Minimum logo size: Stacked: 1/2" Horizontal: 15/16"

Report Spines and Plastic Combs

Because of limited space, the King County logo is the only branding element required to be used on spines and comb bindings. Additional agency information is not needed, unless it contributes to the title.

Perfect-bound reports, notebook inserts, plastic combs and other printed applications having a spine should position the logo in the upper or lower 20% of the spine. When using either the stacked or horizontal logo minimum sizes should be followed. Eliminate the logo entirely if smaller than minimum sizes are required.

When using plastic combs be sure to check with your vendor to determine the size of the image area that can be printed on a particular size of comb.

Form Types and Branding Requirements

	Form Type	User	Examples	Branding Requirements	General Form Standards
A.	External Used to conduct business outside King County government	PublicVendors, businessesOther governments	 Pet licenses Bid documents Building permit application Employment applications Sewage output charge 	 KC logo Department name Division name Program name Contact information: (if needed) address, phone, web site 	 Form title Branding information User instructions* Margin requirements Form number w/revision date Routing information (multi-part forms)
В.	Internal Used to conduct business inside King County government	 Employees Inter-departmental Other governments	 Accounting documents Assessing information Carpool forms Printshop Services TC-75 	 KC logo Department name Division name Program name Contact information: (if needed) address, phone, web site 	 Form title Branding information User instructions* Margin requirements Form number w/revision date Routing information (multi-part forms)
C.	Internal Used only within a specific King County division	Employees within a division	Accounting documents Jail medical clearance	KC logo Department name or Division name	 Form title Branding information Margin requirements Form number w/revision date Routing information (multi-part forms)
D.	Internal Used within a section, program or small group	Employees within a section	Overtime slips Vehicle maintenance	KC logo only	 Form title Branding information Margin requirements (printing) Form number w/revision date
Е.	Generic Used county-wide	All departments and divisions	Absence request formsPetty cash slipsRequisitions	KC logo only	Form titleKC logo onlyMargin requirements (printing)Form number w/revision date

Multi-page and Two Sided Forms-Additional Branding

Some forms have multiple pages and may also be printed on the reverse side as well. It is important to end these longer forms with an identity block additionally branding the agency providing the service. Additional information, such as address, phone number, fax number, etc. allows the customer to conveniently access this agency if necessary.

Printing Requirements

When forms are offset printed, a required image-free area is needed for "gripper," usually about five-sixteenths of an inch high and located at the bottom end or top end of the page. When using other reproduction systems (photocopiers, laser printers, etc.), leave enough space for the image margin required by your type of printer.

Information Accessibility and Design Considerations

Readability, accessibility, and a general user friendly appearance should be paramount considerations in constructing a form. Following are some suggestions to help reduce clutter and improve the overall functioning of a form.

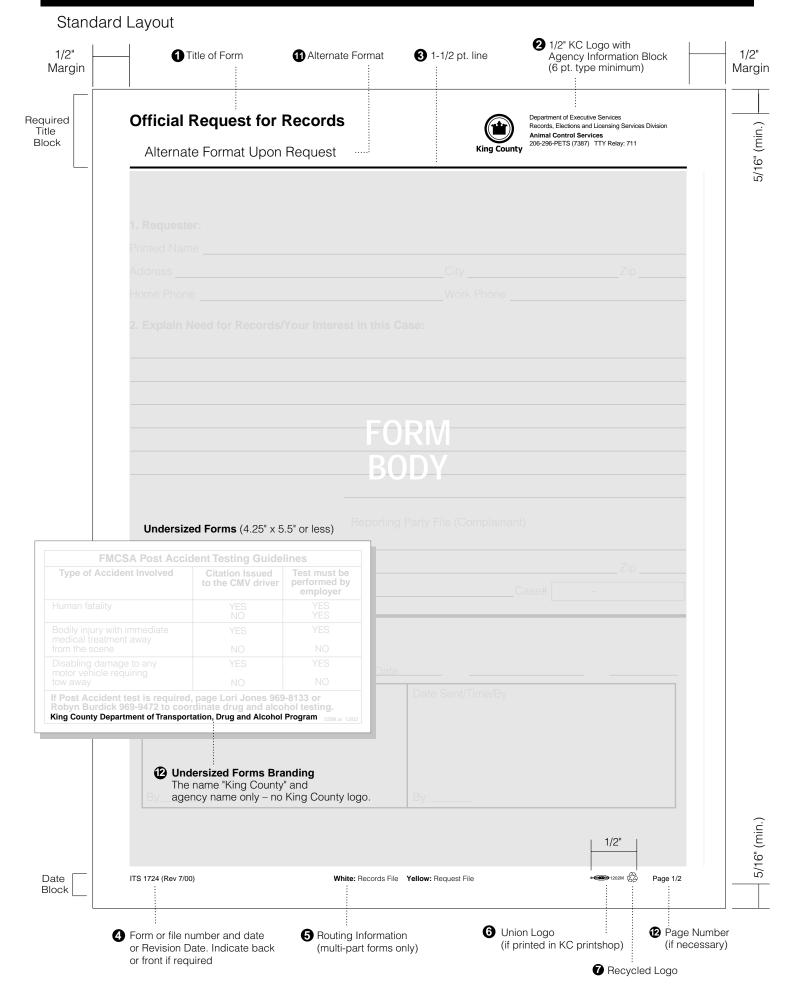
- Use hairlines (.5 pt.) whenever possible.
- Avoid excessive boxing of areas and heavy lines.
- Use a font style and size such as Arial or Helvetica for easier reading.
- Limit the use of italics.
- Leave 3/4" inch margin on both sides to anticipate hole punching when required.
- If screened areas are needed, use a 20% value or less.
- Avoid abbreviations, spell out all words.
- Describe instructions in brief, clear logic.
- Smaller paper sizes should be used when possible, but not at the expense of readability and accessibility.
- All caps and underlining should be avoided. Use boldface type to create emphasis.

Exceptions

The majority of forms will naturally fit into the stated guidelines. Forms that have special requirements such as extremely large amounts of text placed on a small sheet size (a) will have more relaxed guidelines. The required minimal branding for exempted forms is as follows:

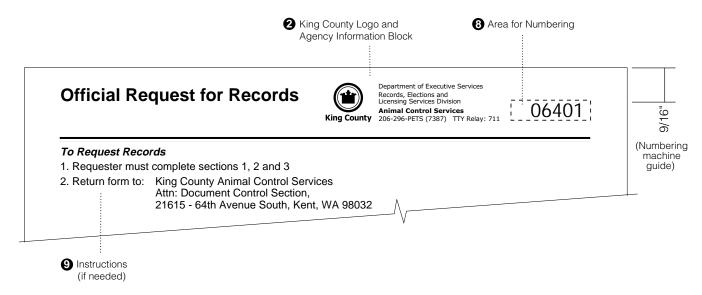
- Can eliminate title of form
- No King County logo
- King County plus agency name required
- Form or file number with date
- Minimum margins on four sides of 1/8"

See sample on following page.



Forms

Standard Form Layout with Consecutive Numbering and User Directions Block



- 1. Title of Form: Name of form described as briefly as possible (2 lines maximum) Preferred type: Arial/Helvetica, 16 pt., bold on 18 pts. leading
- 2. King County Logo/Agency Information Block:
 - a. King County stacked or horizontal logo
 - b. Standard Agency Information (font sizes on page 5.5.0)
- 3. One and One-half Point Line
- 4. Form Number or File Number and Revision Date: As used in your in-house file numbering system, King County Graphics form numbers or King County master numbering system
- 5. Routing Information: (If needed) "color of paper: routing information"
- 6. GCIU Union Logo: On all forms printed by the King County Printshop (Graphic Design and Production Services) See following page
- 7. Recycled Logo: Standard on all printed forms
- 8. Area for Numbering: (If needed) Area reserved for consecutive numbering Move logo/agency information block to left (see diagram)
- 9. User Instructions: (If needed)
- 10. King County Logo/Agency Information Block: (used at the end of a two-sided form):
 - a. King County stacked or horizontal logo
 - Standard Agency Information (see chart with requirements on preceding page)
- 11. Alternative Format Upon Request: Printed in 14 light point, Arial/Helvetica font Placed when space allows.
- 12. Page Number: Number pages if more than one page.

Using Exempted Logos on Forms

Metro Transit Division, Public Health - Seattle and King County and King County International Airport/Boeing Field logos follow the same guidelines as above. For detailed information refer to the specific guidelines for these agencies.

Animal Control and other selected enforcement type agencies may use their logos in a secondary position as long as the King County logo is used .

Partnership Forms

Please call the King County Graphic Design and Production Services at 206-205-8556 for details.

Agency Information Block on Back of Two-sided Form (Last Page)

SIX months for 15

y urne during this period, customers can pay the remaining balance at a discounted rate of 8 percent

If I sell my home or property, does the new owner assume the charge?

Yes. The subsequent owner(s) will be responsible for paying the capacity charge through the end of the 15year period.

The seller is responsible for disclosure of the charge to the buyer if the property is subject to a sewer capacity charge.

, an pilled incorrectly?

If you believe your bill is incorrect, or if you were not in possession of the property for any portion of the sixmonth period covered by the billing, call Wastewater Treatment Finance Office at (206) 296-1450.

Additional questions about the Capacity Charge Program please call:



Department of Natural Resources and Parks Wastewater Treatment Division Sewage Treatment Capacity Program King Street Center, KSC-TR-0415 Seattle, WA 98104-3856

The Revised Code of Washington, Chapter 35.58 and King County Code 28.84:050 authorizes King County to collect a sewage treatment capacity charge from all properties which connect to sewers in King County's service area after Feb. 1, 1990. The charge commences at the final inspection date of the sewer connection and is not based on occupancy or water usage.

DNR 0104Back (Rev 4-02) 2/2

> Standard Form Sizes Legal 8.5" x14" Letter 8.5" x11" 1/4 Letter 4.25" x 5.5" 1/2 Letter 5.5" x 8.5" 1/3 Letter 3.6" x 8.5"

Agency Information Block

Note: Smaller paper sizes should be used when possible, but not at the expense of readability and accessibility.

General Specifications

Stock: All varieties of recycled paper

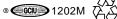
Ink: Black If a second color is needed, dark red (Pantone 356) is preferred to provide maximum contrast in highlighting messages or instructions. This additional color should be used sparingly.

Sizes: Letter and legal are the more common sizes. Half letter sheet (5.5" x 8.5") or quarter letter sheet (4.25" x 5.5") should be used when smaller forms are desired.

GCIU Union Logo and Recycled Logo

If this form is printed in the King County Printshop, both the GCIU logo and Recycled content logos are required to be displayed in the lower right corner.

The union logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.





Logo/Type Sizes for Different Maps

Letter and Tabloid (11x17) Maps





Arial font, 6 pt. text and leading (4 pt line spacing after dept. & div. names)

Large Sized Maps



Department of Natural Resources and Parks Water & Land Resources Division GIS Unit and Visual Communications & Web Unit



Natural Resources and Parks
Water & Land Resources Division
GIS Unit and Visual
Communications & Web Unit

Arial font,9 pt. text and leading (4.5 pt line spacing after dept. & div. names)

When To Use The Logo On Maps

The King County logo should be placed on all map products designed for print use (including maps converted and distributed in PDF format) produced by King County staff except:

- Working maps

Logo Color

Map logos should be black on all but presentation quality maps. Logo color choices on presentation quality offset-printed maps are somewhat more flexible – black, white or the darkest of your spot colors (if black is not used as a spot color).

Map Logo Formats

EMF: Use EMF format only in ArcMap. This is a vector format so it will not add a background color.

EPS: ArcView users with access to postscript printers will have the highest quality results with EPS versions of the logo. ArcMap does not accept this format. Macintosh users who do not need to eventually convert their files to PDF can use this format as well. EPS files are vector and do not add a background color.

TIF: Supported in most map applications such as AutoCAD, ArcView and ArcMap (although may not be the highest quality in each). White background will come in so do not place over a color other than white. Please check logo quality after converting your file to PDF format to make sure the logo remains clear.

How to use the King County logo on Maps

Using Logos On A Background:







Preferred

Acceptable

Unacceptable

How To Use The King County Logo

Place the logo within the legend area, preferably at the bottom right or left corner of the legend area using the size guidelines shown on the previous page.

A clear space 1/8" of an inch on 8-1/2x11" or 11x17" maps, and 3/8" on D (2x3') or E size (3x4') maps should be maintained between the logo and any other element such as a line or text. (Dept. or division names can be closer, as shown page 5.60).

Department name, division and unit name should appear underneath the logo in small size text (no smaller than 6 points), as shown in the map examples on the next page. If space does not permit, only the department name is required.

Special versions of the logo and information on how to insert them in your application have been created for

your mapping needs and are available for downloading at: http://kcweb.metrokc.gov/dias/its/graphics

Please see the previous page for guidelines about sizing. If the sizing guidelines don't seem to work in your situation, please call the Graphics Production and Print Services Shop for assistance.

Do not place the TIFF logo on top of a colored or tinted background. However, it may be possible to create a TIFF version of the logo which has a background color the same as that on your map; as long as the colors are indistinguishable from each other when printed or viewed as a PDF, this is acceptable. Using an EMF or EPS logo (if your software and hardware support it), will eliminate this problem as well.

Whether you are looking at the logo on screen as a PDF file or on a printout, the logo needs to appear sharp and clear. If not, you may have to try another logo format.

How to Use Other Logos on Maps



King County print shop union logo

GCIU Union Logo and Recycled Logo

If this map is printed in the King County Printshop, both the GCIU logo and Recycled content logos are required to be displayed somewhere on the map. The union logo must be placed, either electronically or manually, by



Recycled content logo

staff of the King County Graphic Design and Production Services. This logo will be placed at the smallest scale in an unobtrusive location.

Note: The Recycled Paper logo and the GCIU union logo can also be placed simultaneously as shown below.

• (A) 1202M (A)

How to Use Other Logos on Maps

Examples Of Map Legends With Partnership Logos

Community Link Wetlands

Lake Sammamish Basin



Road

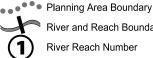


Stream





Urban Growth Area Line



River and Reach Boundary

River Reach Number

Proposed Project Site & No.



Floodplain Restoration Area Wetland Restoration Area



Lake

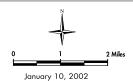
File Name:

Ip \\NT8\CART\FINISHED\ WORKGROUPS\DNRP\GIS\0112 KC GIS Cart Stds\0112 GISstdsSAMPLE1.au

Data Sources

Standard King County datasets used include: wtrcrs, wtrbdy, kcsnstrt, parks, Drnbasin, apd and wetld. WLRD datasets used include: \\WLRNT6/ WLRGIS\Admin\...city3co and \\WLRNT6/WLRGIS\WORKING/ 0001/SamWet

The information included on this map has been compiled by King County staff from a variety of sources and is subject to change without notice. King County makes no representations or warranties, express or implied, as to accuracy, completeness, timeliness, or rights to the use of such information. King County shall not be liable for any general, special, indirect, incidental, or consequential damages including, but not limited to, lost revenues or lost profits resulting from the use or misuse of the information contained on this map. Any sale of this map or information on this map is prohibited except by written permission of King County.



File Name:

IP \\NT8\CART\FINISHED\
WORKGROUPS\DNRP\GIS\ 0112 KC GIS Cart Stds\ 0112GISstdsSAMPLE1.ai







King County is dominant partner.

Community Link Wetlands

Lake Sammamish Basin



Road



Stream





Urban Growth Area Line



Planning Area Boundary



River and Reach Boundary

River Reach Number



Proposed Project Site & No.



Floodplain Restoration Area



Wetland Restoration Area



Lake

File Name:

Ip \\NT8\CART\FINISHED\ WORKGROUPS\DNRP\GIS\0112 KC GIS Cart Stds\0112 GISstdsSAMPLE1.ai

Data Sources:

Standard King County datasets used include: wtrcrs, wtrbdy, kcsnstrt, parks, Drnbasin, apd and wetld. WLRD datasets used include: \\WLRNT6/WLRGIS\Admin\...city3co

and \\WLRNT6/WLRGIS\WORKING/

The information included on this map has been compiled by King County staff from a variety of sources and is subject to change without notice. King County makes no representations or warranties, express or implied, as to accuracy, completeness, timeliness, or rights to the use of such information. King County shall not be liable for any general, special, indirect, incidental, or consequential damages including, but not limited to, lost revenues or lost profits resulting from the use or misuse of the information contained on this map. Any sale of this map or information on this map is prohibited except by written permission of King County.





ECOLOGY

Department of Natural Resources and Parks Water & Land Resources Division GIS Unit and Visual nunications & Web Unit

King County is not dominant partner.

Partner Logos

When other partnership logos must be used (such as cities, organizations or multi jurisdictional group names) they should be sized equal in visual weight to the KC logo and should be either stacked vertically under or over the KC logo, or on the same horizontal line. Unless

otherwise directed, the KC logo should have the dominant upper or leftward position. Negotiated legal agreements between partners or sensitive political situations may override these guidelines. See future sections for more information about partnership logo hierarchy.

Required Basic Format

	King County	
	Metro Transit Division Department of Transportation	
ncy rmation ck e as al county rhead rrmation olied by	King Street Center, KSC-TR-0970 201 South Jackson Street Seattle, Wh 98104-3856 206-296-3434 206-296-3434 Fax 206-296-7549 TTY www.metrokc.gov	COVER SHEET FAX
ncy at time rdering)		
	To:	From:
	Fax: Phone:	Phone: Fax: No. of Pages (including cover page):
der's	Re:	Date:
ormation	· · ·	CC:
nments or page. 5.8.1) stomized Area page. 5.8.1)		
ddition atements:	This facsimile transmission is	intended only for the addressee shown

Paper: 8.5" x11", 20# bond, 30% recycled, white Ink: Black

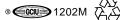
Printing: 8.5" x11" sheets are offset printed on a per job basis. Available in boxes of 500 ea.

Use: Is the required format for use by all executive agencies and should be used for all internal and external faxing of documents.

Placing an Order

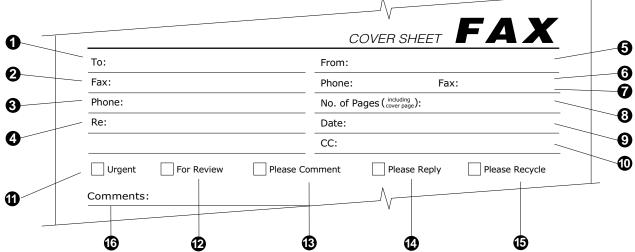
Ordering fax cover pages is the same as placing an order for letterhead. Please provide enough information that meets the needs of you agency.

GCIU Union Logo and Recycled Paper Logo: If your publication is printed in the King County Printshop, these logos must appear on all Fax Cover Pages as shown in the lower right corner. The GCIU logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.





Sender's Information



- 1. To: Recipient of fax
- 2. Fax No.: Recipient's fax number
- 3. Phone: Recipient's telephone number
- 4. Re: Subject of fax communication
- 5. From: Author/sender of fax
- 6. Phone: Author/sender's telephone number
- 7. Fax No.: Author/sender's fax number
- 8. No. of Pages: Total number of pages including cover page
- 9. Date: Date fax sent (month, day and year)
- 10. CC: Name(s) of additional parties who were also sent faxes

Instructions to the Recipient (check boxes that apply)

- 11. Urgent: Immediate attention, action or response required
- 12. For Review: Please read the information in the fax
- 13. Please Comment: Comments resulting from a review of fax
- 14. Please Reply: Communicate with author/sender about the fax
- 15. Please Recycle: Fax cover page and content pages should be recycled when no longer needed
- 16. Comments: Author/sender provides additional information or instructions regarding subject of fax

© Customized Area (in place of comments area only)

Shown below is a customized area used by King County Graphics Design and Production Service		Λ	
	Please Comment	Please Reply	Please Recycle
Pease proof, check appropriate b	ox, then fax		
OK,- print as is		Tutti Compton	206-205-8545
Make changes as indicated, then	print	Ned Ahrens	206-205-8553
Make changes, then fax for additi	ional proofing	Ron Aldridge	206-205-8556
Trance changes, then rax for duals	ional proofing	Judy Bass	206-205-8547
Signature:	Date:	James Callahan	206-205-8557
		Doug Hammond	206-205-8549
Notes:		Vikki Johnson	206-205-8550
		Sue McCauley	206-205-8548

Generic Format Used by All Public Information Officers



The News Release shown above is the required format to be used by Public Information Officers and Communications Directors under the executive branch. This format should be used for all news releases

Agency Information Block

This information block is similar to the standard King County letterhead in layout and type specifications.

Paper: 8.5" x11", 20# bond, 30% recycled, white

Ink: Black

Printing: 8.5" x11" sheets are offset printed on a per job basis. Available in boxes of 500 ea.

Use: Public Information Officers and Communications

Directors

Placing an Order

Placing an order for news releases is the same as placing an order for letterhead. Provide enough information for the Agency Information Block that meets the needs of you agency.

GCIU Union Logo and Recycled Logo

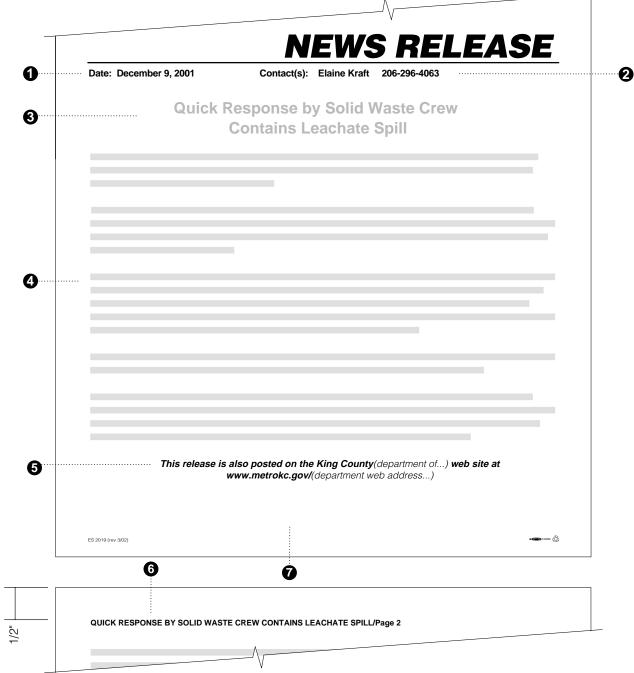
If this form is printed in the King County Printshop, both the GCIU logo and Recycled content logos are required to be displayed in the lower right corner.

The union logo must be placed, either electronically or manually, by staff of the King County Graphic Design and Production Services.





News Release Information



- 1. Date: Date of news release (month, day and year).
- 2. Contact(s): Name(s) and/or telephone number(s) for media to contact. Arial font, 12 pt. bold, caps/lower case.
- 3. News Headline: Title of news story. Arial, 17 pt. bold on 19 pts. leading, caps/lower case each word. Two lines maximum.
- 4. News Story Text: Arial font, 12 pt. line spacing, flush left ragged right (no indents). One line space break between paragraphs.
- 5. Footer: Appears at the end of the news story as shown above. Arial font, 11 pt. bold italic on 13 pts. leading, lower case except first letter of first word.
- 6. Continuation Header: Appears on the top left of each additional page(s) of multiple page news releases. Arial font, 9 pt. bold on 10 pts. leading, all caps for headline and caps/lower case for page reference.
- 7. End of News Article: 3 pound symbols indicate end of news release. Arial font, 12 pt. regular.